



ASX ANNOUNCEMENT, 23 MARCH 2015

## VIVID INDUSTRIAL EXTENDS TECHNOLOGY RIGHTS TO NORTH AMERICA

- **Vivid Industrial expands technology rights into USA, Canada and Mexico**
- **Enables Vivid Industrial to sell its proven products and services to these regions**
- **Complements existing distribution rights & recently extended rights across Asia Pacific & South Africa**

Greenearth Energy Ltd (ASX: GER) (“Greenearth”) is pleased to announce that its wholly owned subsidiary, Vivid Industrial, has extended its rights as a distributor of two of its core technologies, Metrolight and Menolinx, into the United States, Canada and Mexico.

Vivid Industrial is already the sole distributor of Metrolight and Menolinx technologies in Australia, New Zealand, South Africa and within South East Asia.

Coupled with Vivid Industrial’s proprietary technology, this rights expansion is part of Vivid Industrial’s growth strategy to globally market and sell our end-to-end industrial lighting systems and internet based technology platforms. Vivid Industrial is evaluating the selection of specific partners to assist with implementing this global strategy.

**Managing Director of Greenearth Energy, Samuel Marks, said;** *“With a globally experienced and proven team, the opportunity to expand our ‘Internet of Lights’ model into North America holds a lot of potential for our company.*

*“As more and more of our customers are saving between 60% and 80% of their lighting energy costs by implementing our technologies, our company is attracting international interest not only from potential customers but also potential partners and investors.”*

**Samuel Marks**  
Managing Director  
Greenearth Energy Limited

Please direct all enquiries to Samuel Marks, Managing Director, telephone 03 9620 7299.



## **About Greenearth Energy Limited**

Greenearth Energy Limited is a diversified Australian-based renewable energy company with interests in technology-focussed solutions in the industrial energy efficiency and CO<sub>2</sub>-to-fuel conversion markets as well as conventional geothermal resources in Australia and the wider Pacific Rim.

Greenearth Energy Ltd - <http://www.greenearthenergy.com.au>

## **About Vivid Industrial**

Vivid Industrial is a subsidiary of Greenearth Energy Ltd. Vivid Industrial provides customised, intelligent and energy efficient lighting solutions for our growing industrial and infrastructure client base the "internet of lights" deliver's quantifiable cost efficiencies and environmentally sustainable benefits. The business' core technologies are designed for application in warehouses, distribution centres, cold storage facilities, ports, stadiums, car parks, roads and tunnels. Vivid Industrial is a trusted partner to our customer base of blue chip, industrial companies.

Vivid Industrial – [vividindustrial.com](http://vividindustrial.com)

